



weaving a better world™

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April 08, 2011

Dear Valued TITANIUM™ Roofing Products Distributor,

SUBJECT: PRICE INCREASE EFFECTIVE MONDAY, MAY 02, 2011

InterWrap Inc., the manufacturer of TITANIUM™ Synthetic Roofing Underlayment Products on three continents has been realizing SPIKING resin price increases globally for months. We continue to gain manufacturing efficiencies, holding cost down in many areas, while upholding the high quality and value in our products. We are passing on a “portion” of the increases realized.

- **ALL orders RECEIVED by the close of business Friday April 29, 2011, will be invoiced off the February 07, 2011 net distributor price sheet and will be entered for immediate shipment at plant's convenience.**
- **ALL orders RECEIVED on and after Monday May, 02, 2011 will be invoiced off the attached distributor net price sheet.**

Special notes of interest:

- This price increase does not cover all the resin increases to date.
- This price increase does not include soaring North America freight charges and fuel sur-charges.

Thanks to:

- growing number of repeat roofers using TITANIUM underlayment products in place of felt
- very supportive TITANIUM stocking distributors
- continued focus on professional pull through sales efforts
- expansion of the product line offering and DUAL LOGO program
- listing of TITANIUM PSU-30, UDL 30 & 50 with the Poly Foam -3M adhesion system to tile
- strong marketing efforts to include expanding in the number of national and regional shows, expansion of print and electronic media, constant up dating of the TITANIUM literature, our web site (www.interwrap.com/titnaium) and ARCAT (www.arcat.com)
- advanced development of TITANIUM UDL products, now quality for LEED credits
- our USA Cabela's Gift Card promotion running from February 14 to May 31, 2011. A roofer direct promo that allows them to submit for \$100 per pallet of alike product, up to a maximum of 6 pallets totaling \$600. www.interwrap.com/titanium/cabelas

InterWrap Inc., TITANIUM ROOFING DIVISION CONTINUES TO DEFY THE MARKET, thanks to everyones support directly and indirectly.

GARY H. SCHINNING
Division Manager - Roofing Products